

Conventional
Figure 1

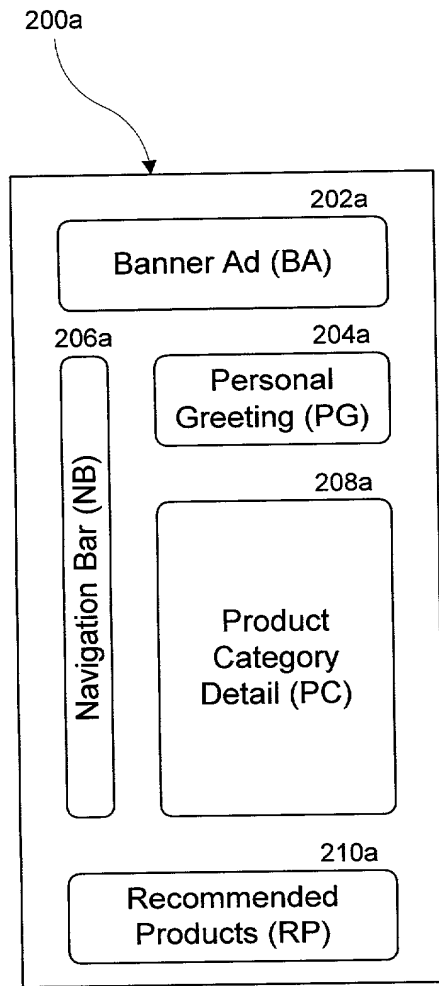


Figure 2A

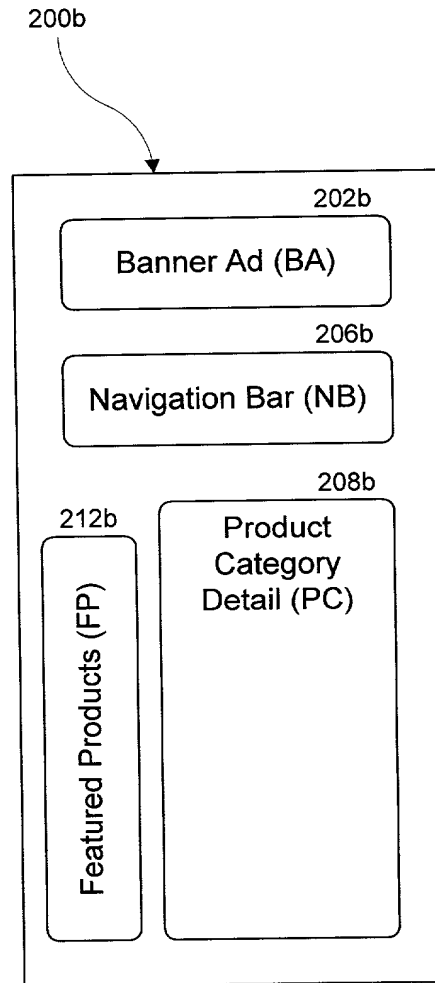


Figure 2B

...<L₁><BA><L₂><NB><L₃><PG><L₄><PC><L₅><RP><L₆>...

Figure 2C

...<L₇><BA><L₈><NB><L₉><FP><L₁₀><PC><L₁₁>...

Figure 2D

20200420 10:44:00

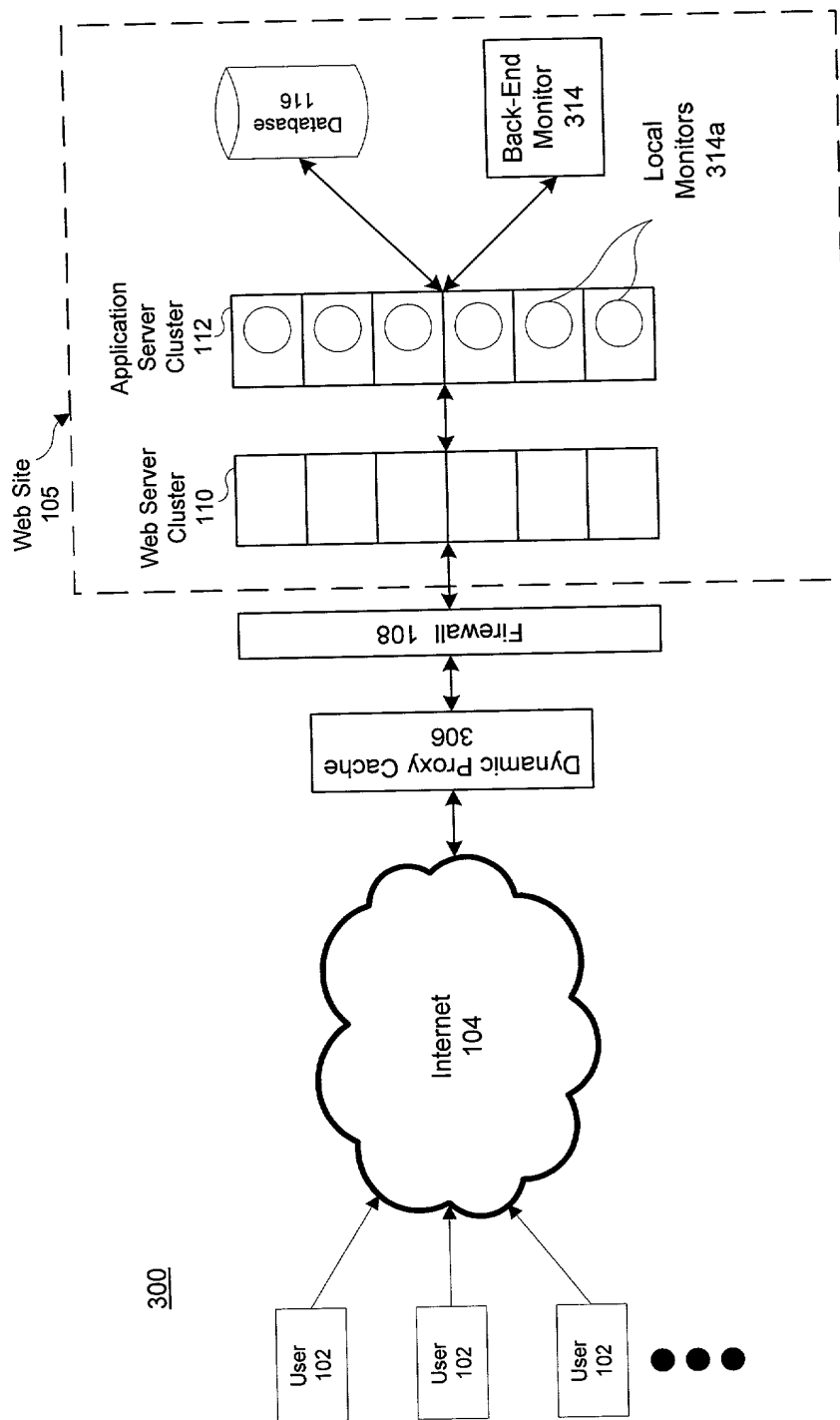


Figure 3A

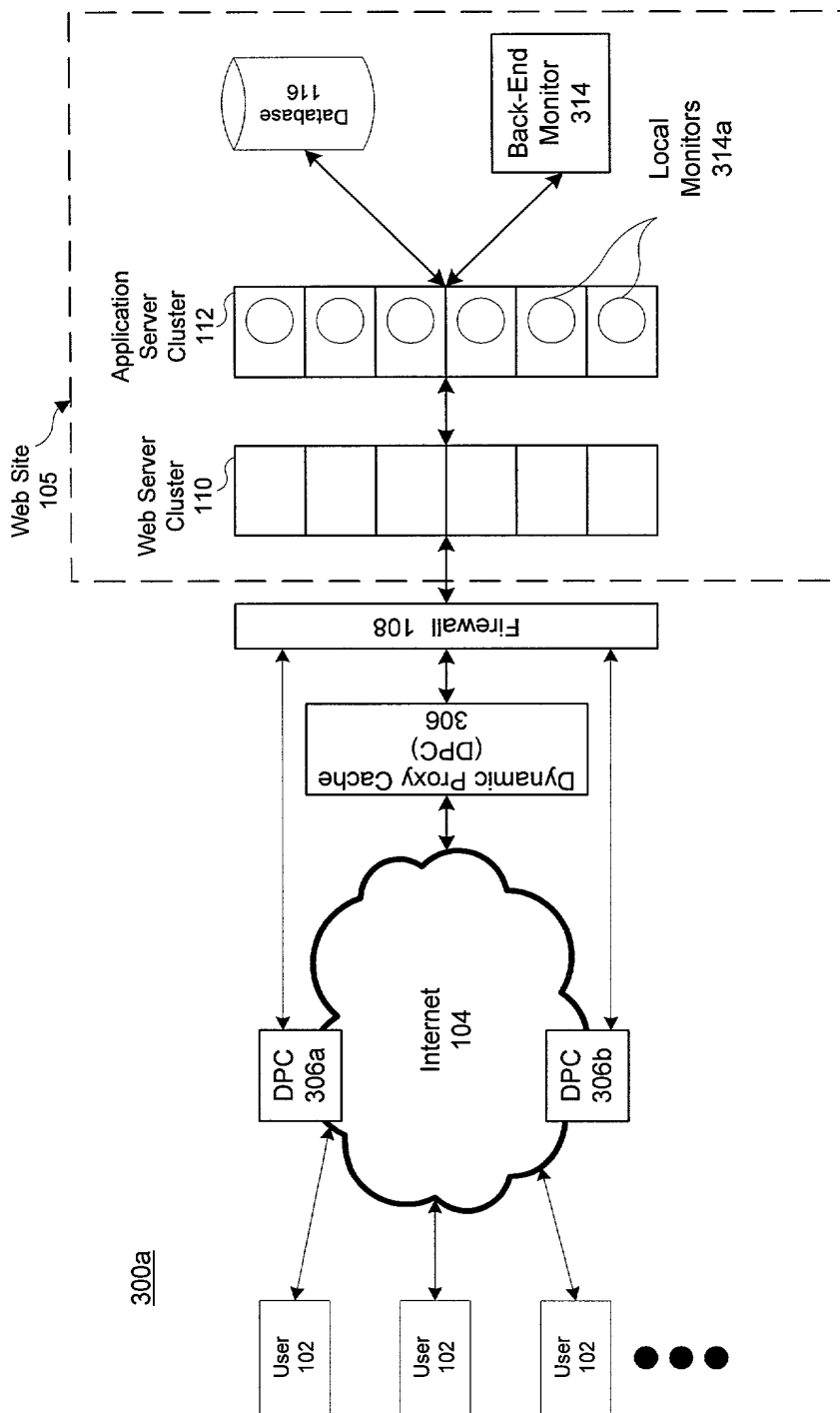


Figure 3B

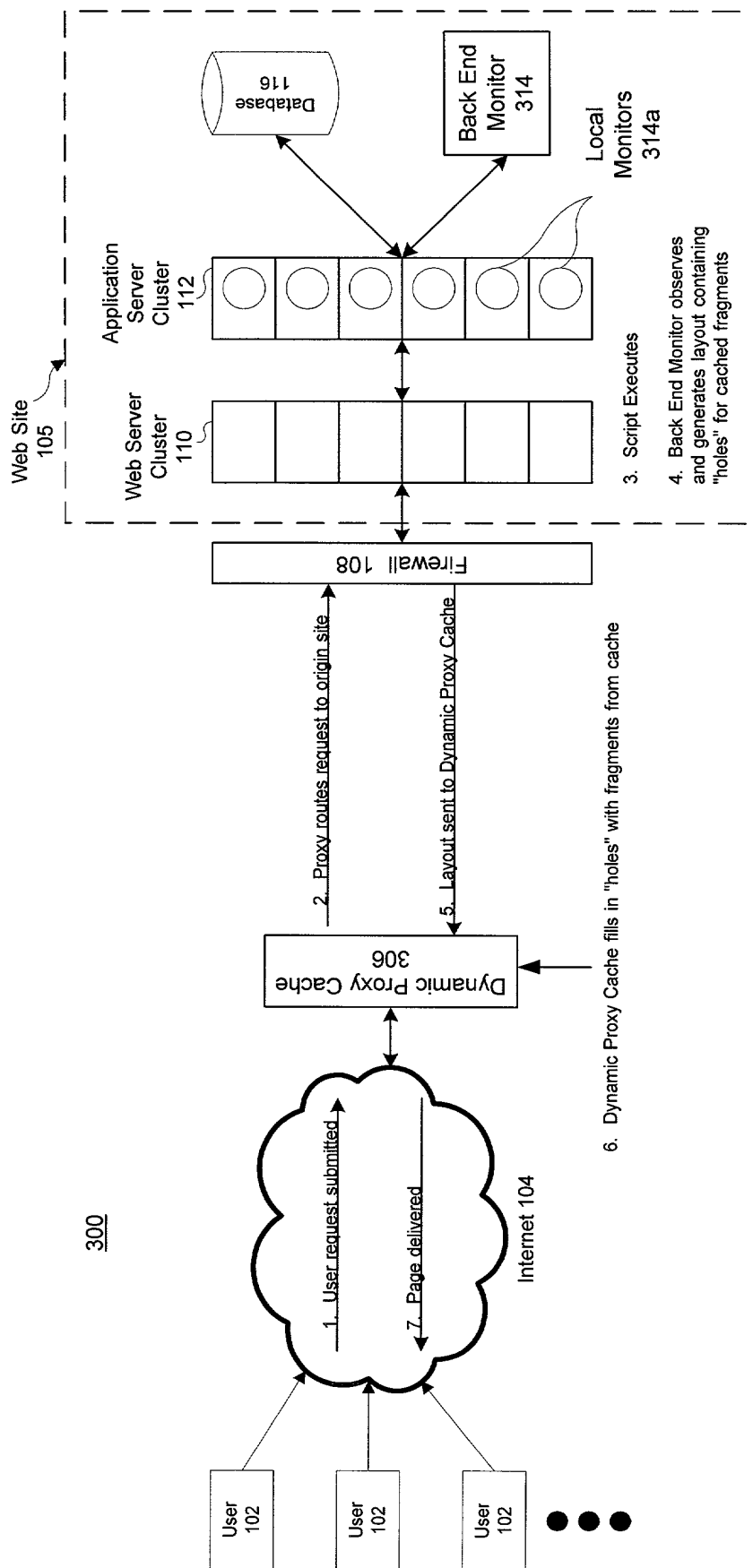


Figure 3C

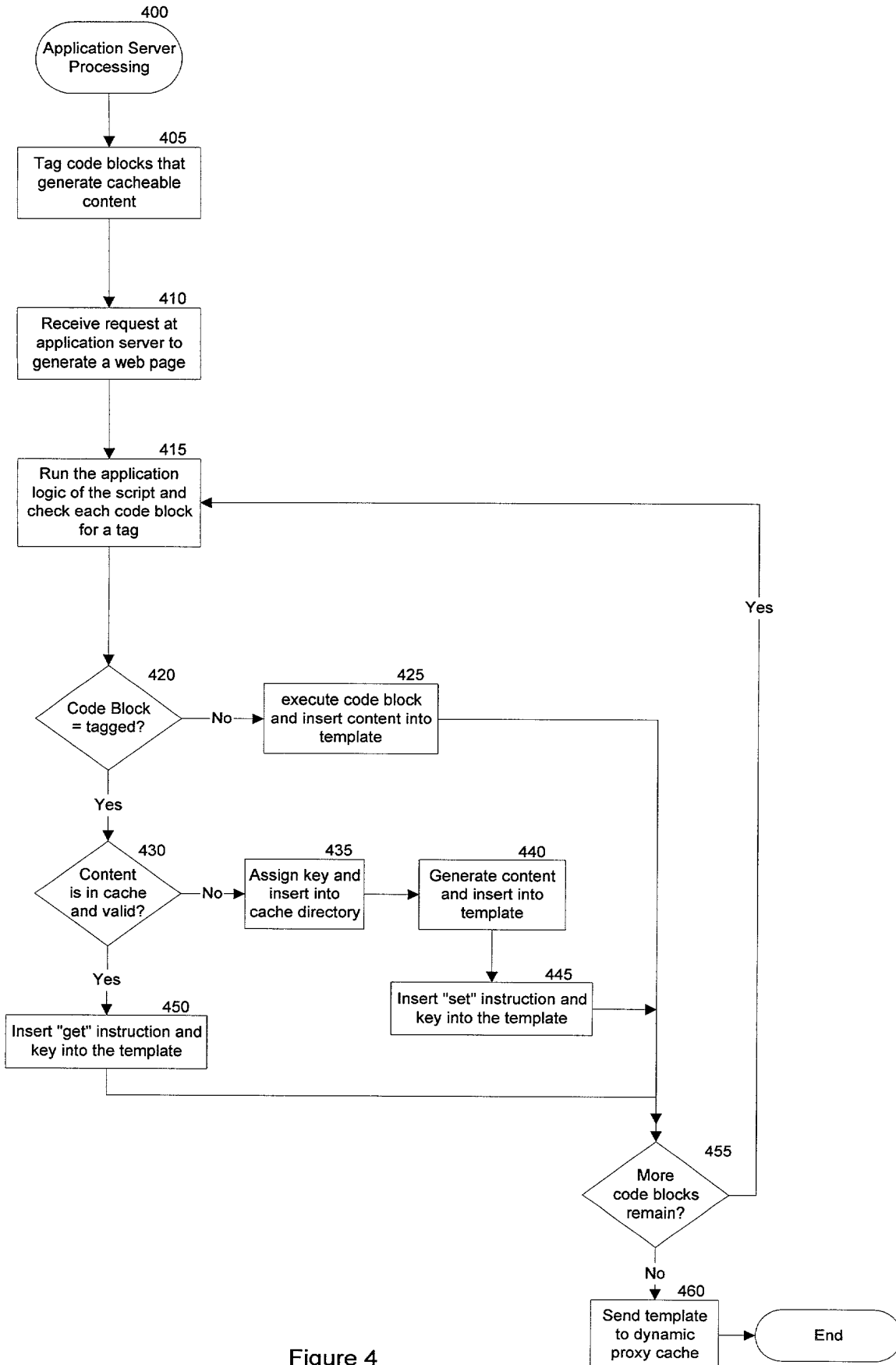


Figure 4

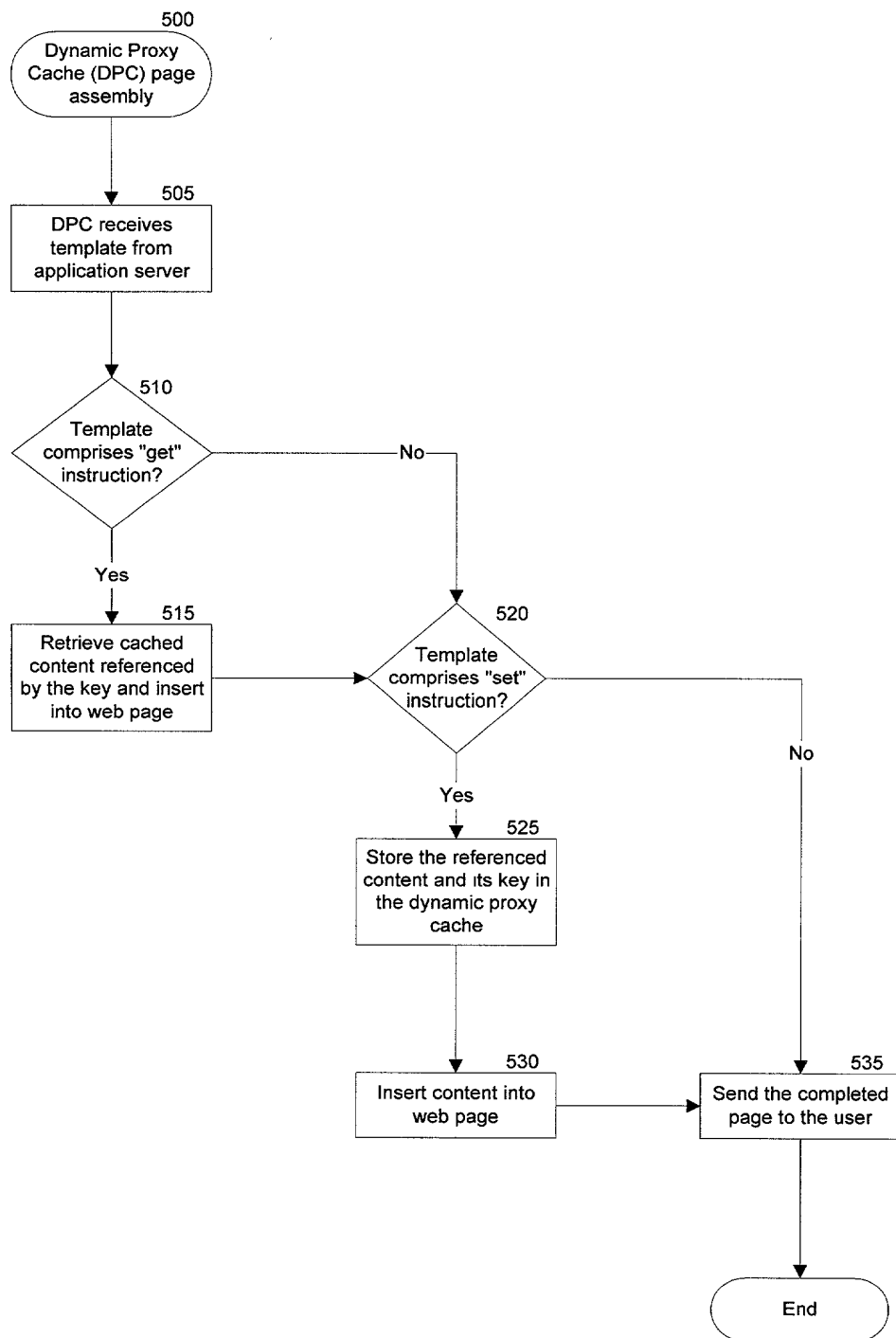


Figure 5

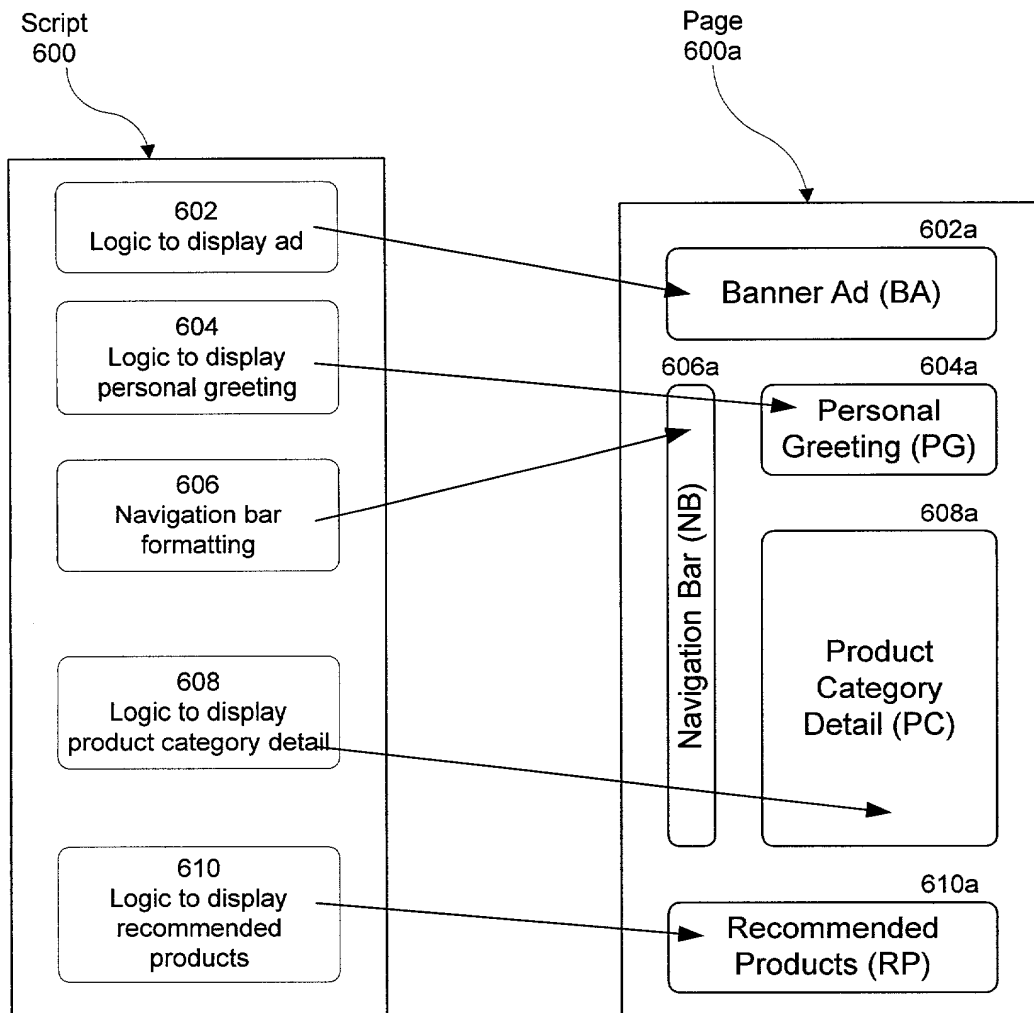


Figure 6

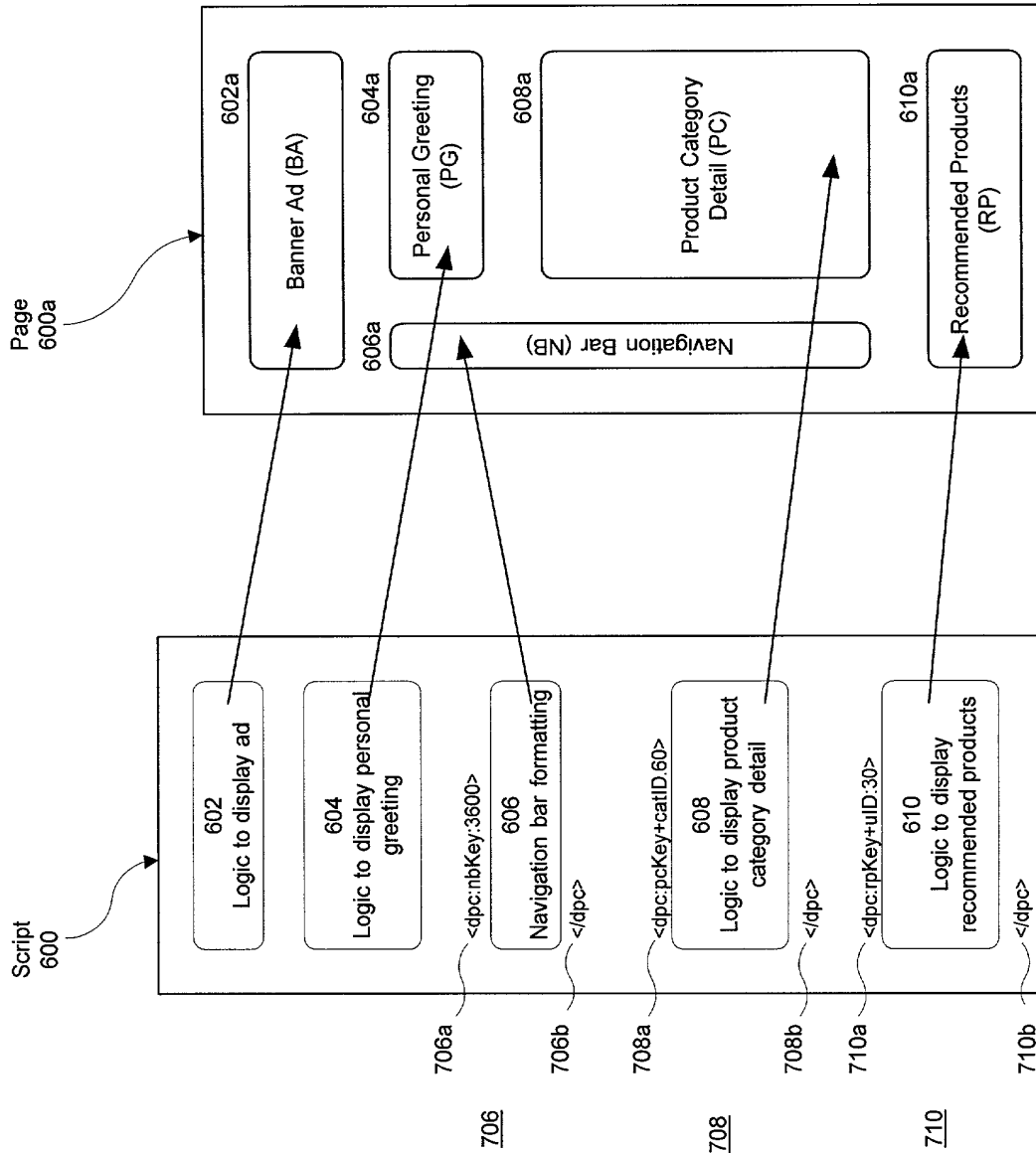


Figure 7

800

```
[802] ...HTML for Banner Ad
[804] ...HTML for Personal Greeting
[806] <dpc:1:set>HTML for Navigation Bar...</dpc>
[808] <dpc:2:set> HTML for Product Category Detail...</dpc>
[810] <dpc:3:set>HTML for Product Recommendations...</dpc>
```

Figure 8

900

```
[902] ...HTML for Banner Ad
[904] ...HTML for personal greeting
[906] <dpc:1:get>
[908] <dpc:2:get>
[910] <dpc:3:get>
```

Figure 9

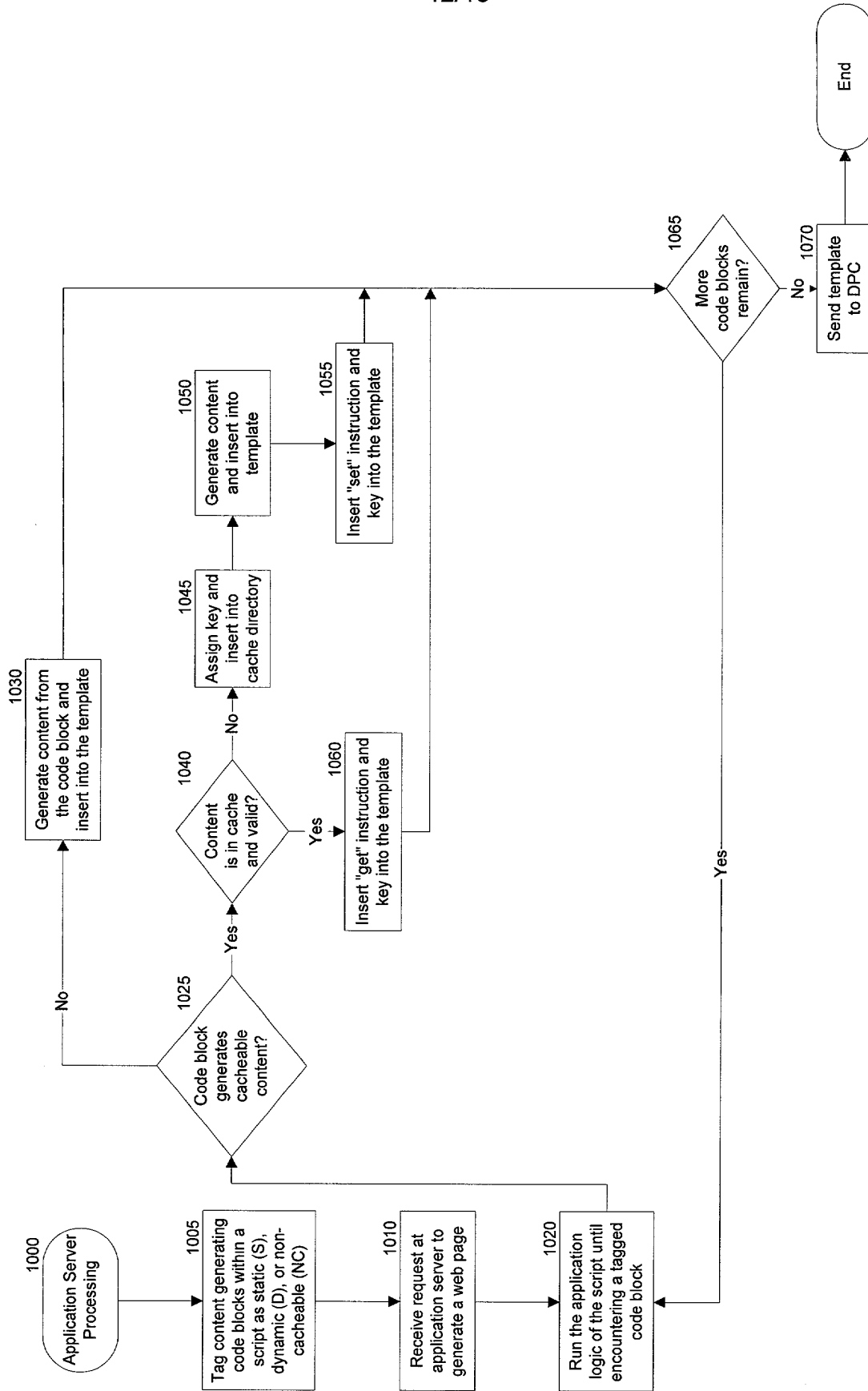


Figure 10

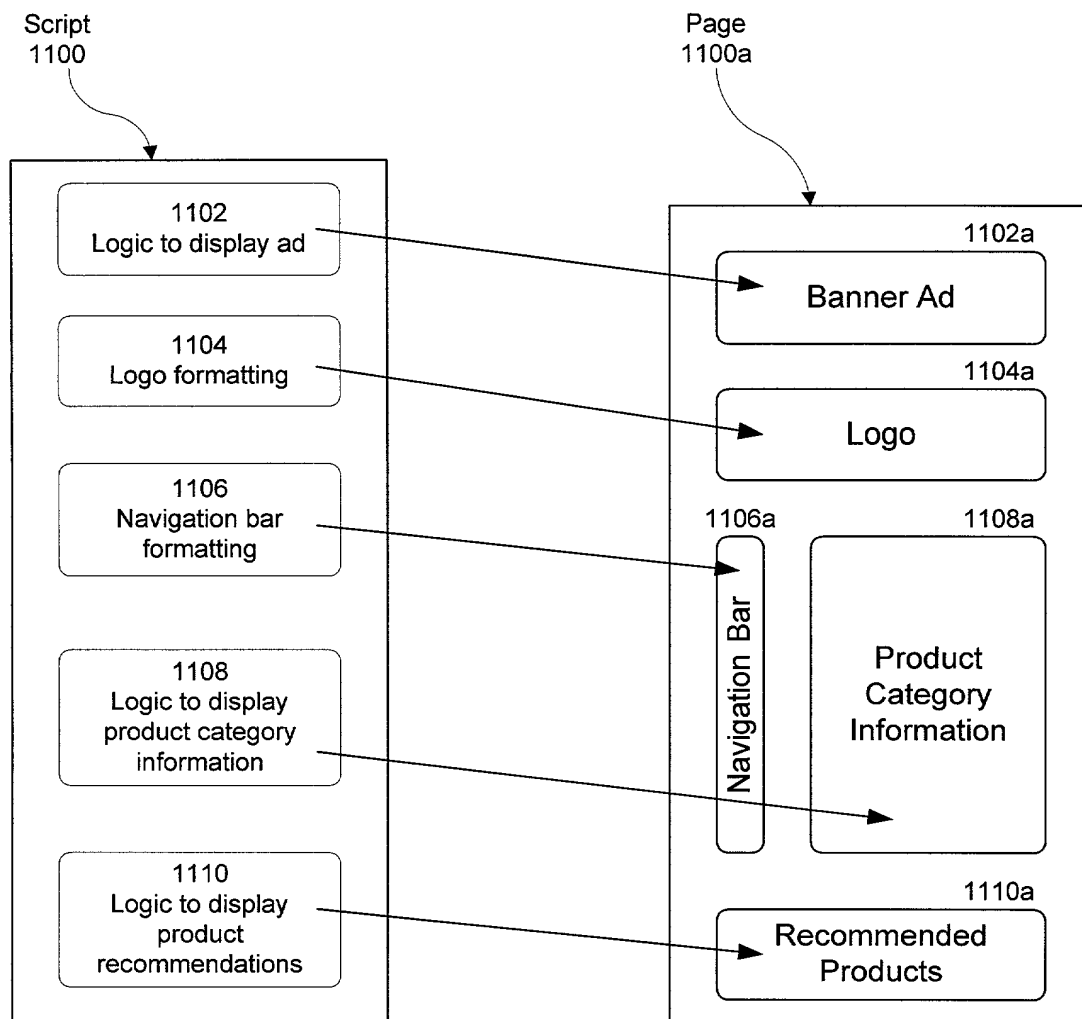


Figure 11

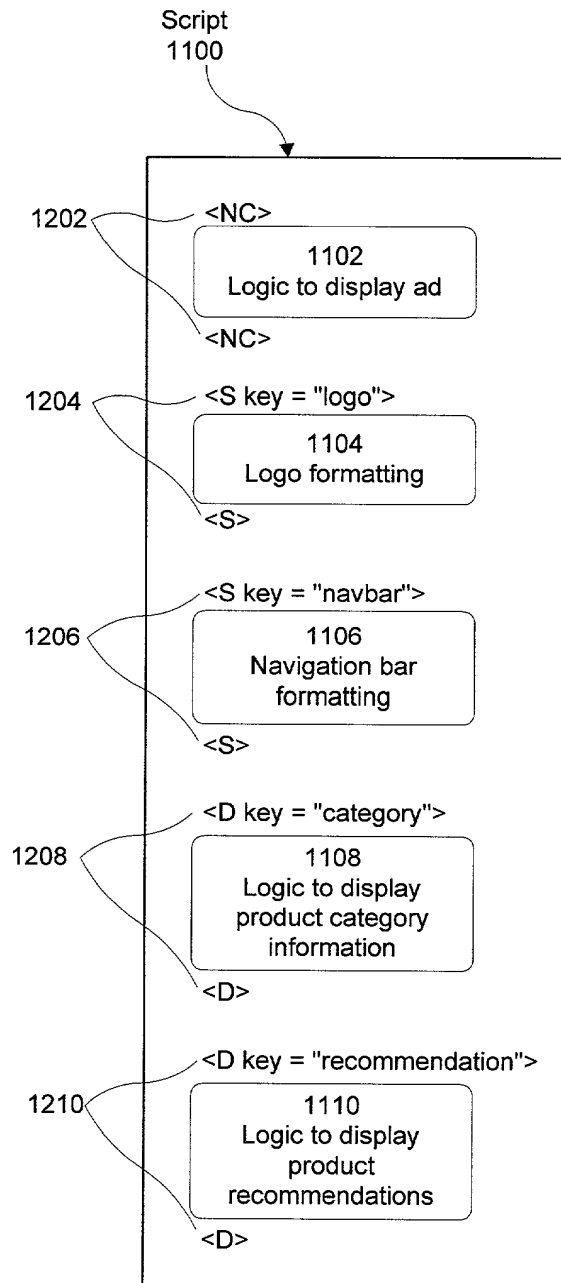


Figure 12

1300

```
[1302] <HTML> . . . SRC=slectedAD.gif
[1304] <S key="logo" S>HTML text for
      logo...</S>
[1306] <S key="navbar" S>HTML text
      for navigation bar...</S>
[1308] <D key ="category" S>generated
      HTML text for product category
      information...</D>
[1310] <D key="recommendation" S>HTML
      text corresponding to
      recommendation logic...</HTML></D>
```

Figure 13

1400

```
[1402] <HTML> . . . SRC=slectedAd.gif
[1404] <S key="logo" G>
[1406] <S key="navbar" G>
[1408] <D key ="category" G>
[1410] <D key="recommendation" G>
```

Figure 14

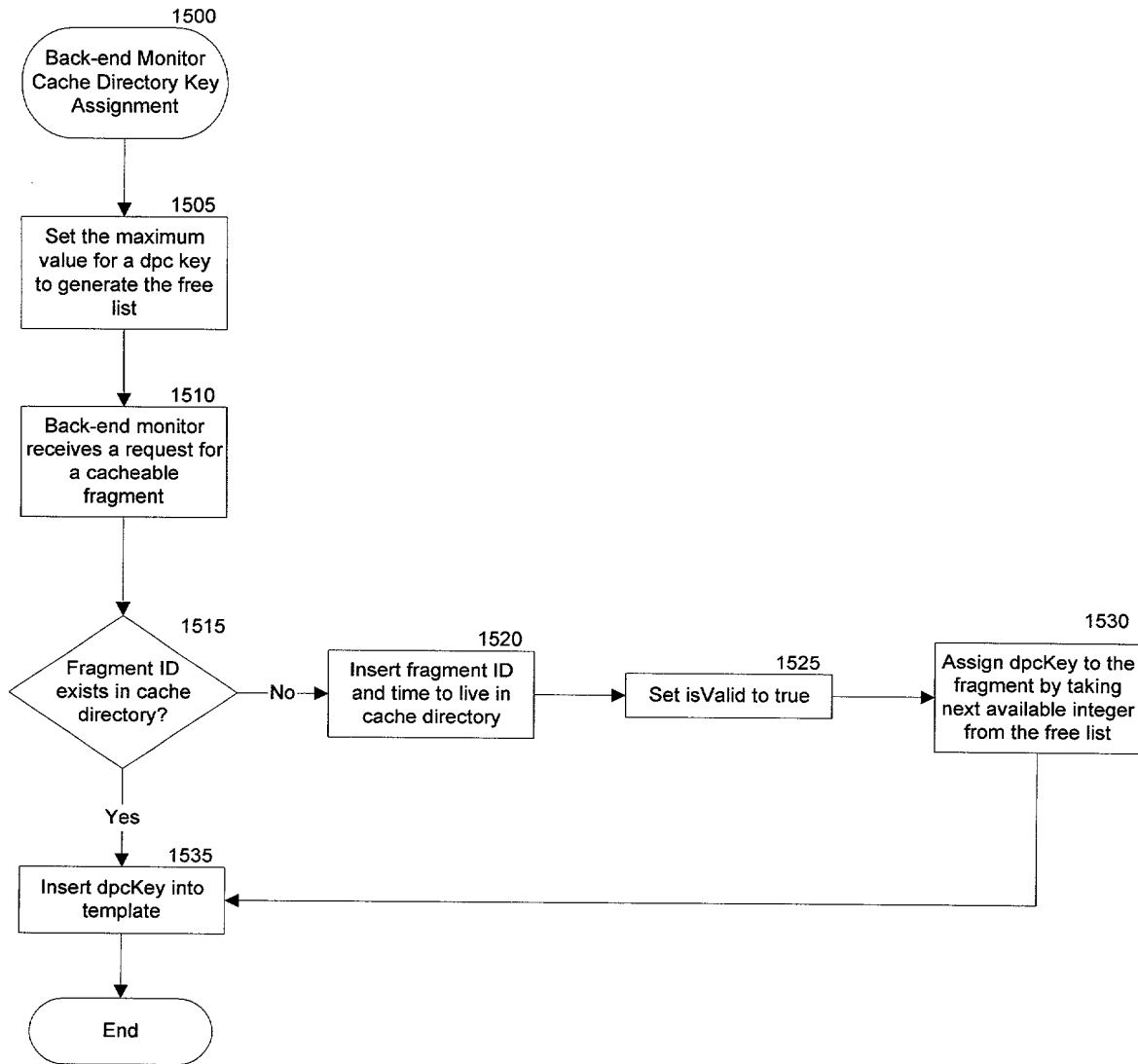


Figure 15

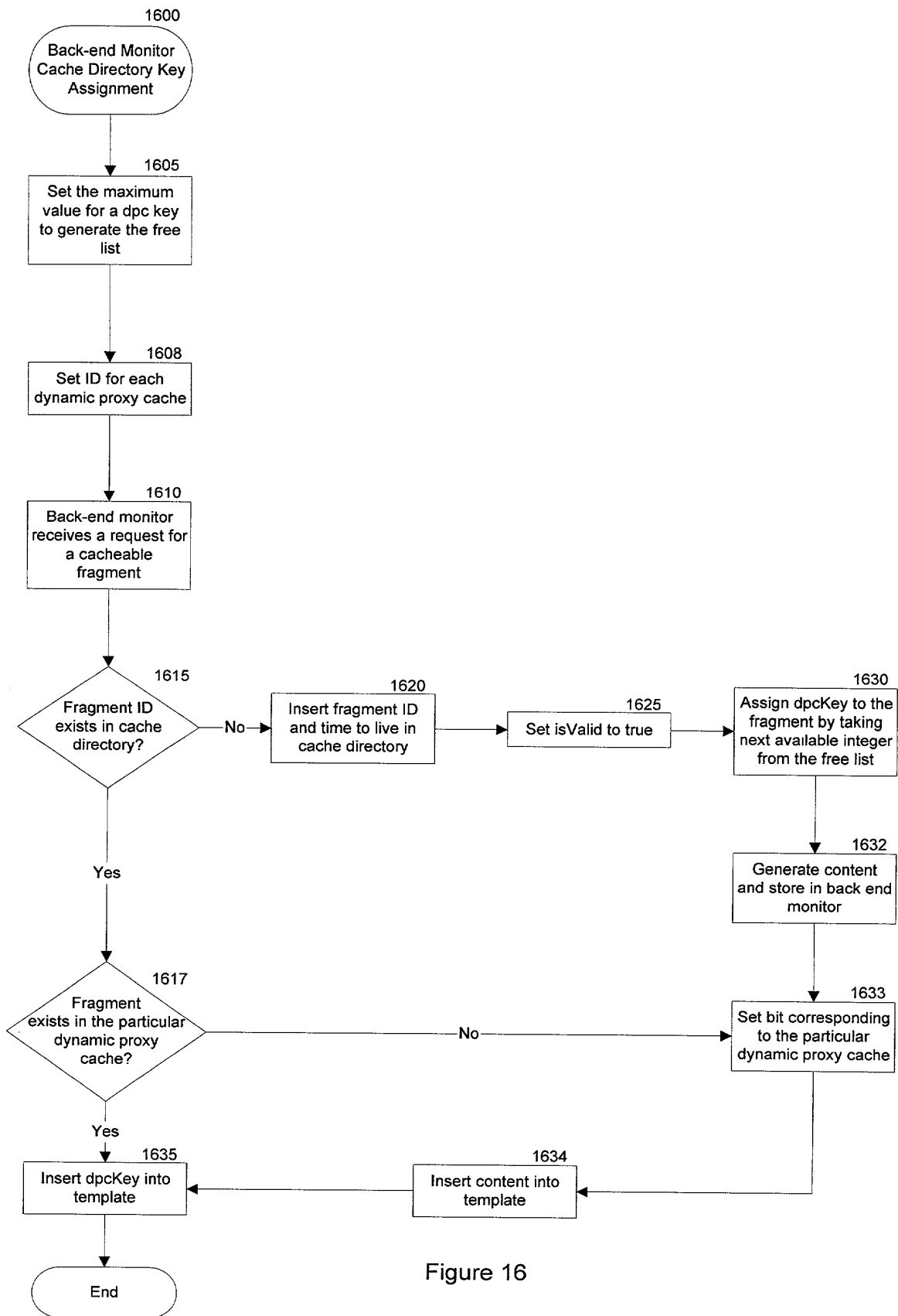


Figure 16

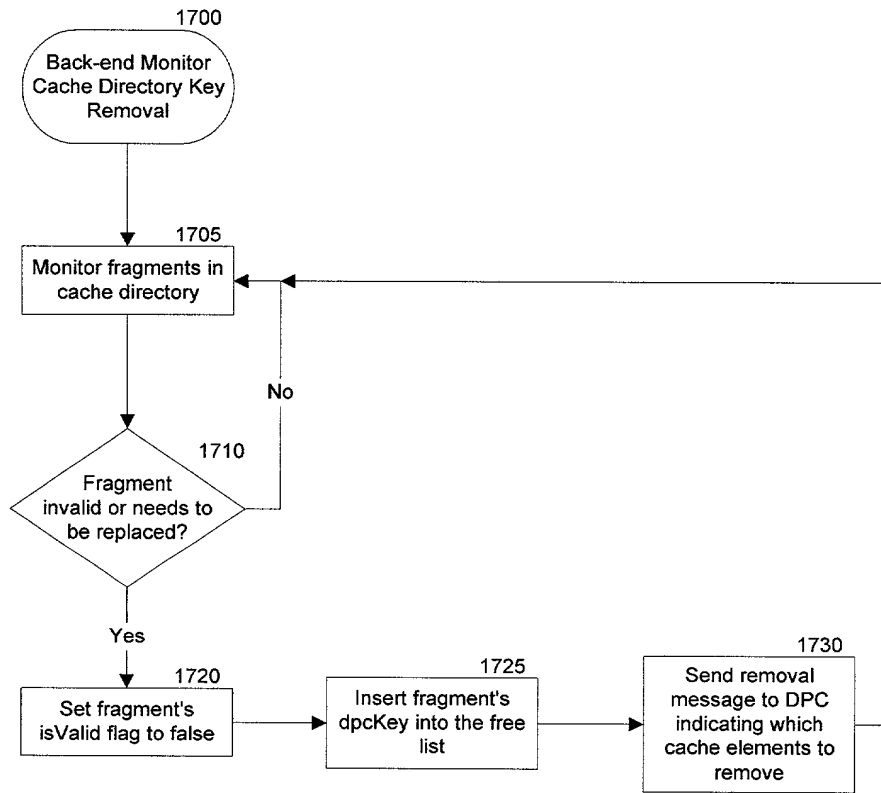


Figure 17